

WHAT IS CLAIMED IS:

1. A computer-implemented method of making offers to consumers comprising:

- receiving information identifying a plurality of consumers;
- receiving purchase history information for the plurality of consumers, the purchase history information comprising information related to purchases made by the plurality of consumers;
- identifying a first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers;
- generating a first offer for the first consumer, the first offer offering a first product for purchase by the first consumer at a first price for a first time period;
- providing the first offer to the first consumer;
- determining if the first consumer purchased the first product at the first price during the first time period; and
- generating a second offer for the first consumer such that:
  - if the first consumer purchased the first product at the first price during the first time period, the second offer offers the first product for purchase by the first consumer at a second price for a second time period, wherein the second price is greater than or equal to the first price; and
  - if the first consumer did not purchase the first product at the first price during the first time period, the second offer offers the first item at a third price for a third time period, wherein the third price is less than the first price.

2. The method of claim 1 wherein:

- receiving the information identifying the plurality of consumers comprises receiving an identifier associated with at least one consumer from the plurality of consumers; and
- receiving the purchase history information for the plurality of consumers comprises receiving purchase history information associated with the identifier.

3. The method of claim 1 wherein identifying the first consumer from the plurality of consumers based upon the purchase history information and the information identifying the plurality of consumers comprises:

4 receiving a plurality of conditions to be satisfied in order to receive the first  
5 offer;

6 determining a set of consumers from the plurality of consumers who satisfy  
7 the plurality of conditions; and

8 identifying the first consumer from the set of consumers.

1 4. The method of claim 1 further comprising:  
2 providing a state machine to control generation of offers, the state machine  
3 comprising a plurality of states wherein each state is configured to generate an offer; and  
4 wherein generating the first offer for the first consumer comprises:

5 entering a first state of the state machine; and

6 generating the first offer associated with the first state.

1 5. The method of claim 4 wherein generating the second offer for the first  
2 consumer comprises:

3 if the first consumer purchased the first product at the first price during the  
4 first time period:

5 transitioning from the first state to a second state of the state machine  
6 which is configured to generate an offer offering the first product at a price greater than or  
7 equal to the first price; and

8 generating the offer associated with the second state.

1 6. The method of claim 5 further comprising deleting states from the state  
2 machine which are configured to generate offers offering the first product at a price lower  
3 than the first price.

1 7. The method of claim 4 wherein generating the second offer for the first  
2 consumer comprises:

3 if the first consumer did not purchase the first product at the first price during  
4 the first time period:

5 transitioning from the first state to a third state of the state machine  
6 which is configured to generate an offer offering the first product at a price lower than the  
7 first price; and

8 generating the offer associated with the third state.

1                   8.       The method of claim 7 further comprising deleting states from the state  
2 machine which are configured to generate offers offering the first product at a price equal to  
3 or higher than the first price.

1                   9.       The method of claim 1 wherein determining if the first consumer  
2 purchased the first product at the first price during the first time period comprises  
3 automatically monitoring information related to purchases made by the first consumer.

1                   10.      The method of claim 1 wherein providing the first offer to the first  
2 consumer comprises:  
3                   selecting a distribution channel for providing the first offer to the first  
4 consumer; and  
5                   using the distribution channel to advertise the first offer to the first consumer.

1                   11.      The method of claim 10 wherein the distribution channel is selected  
2 from a group of distribution channels comprising web-based distribution channels, direct mail  
3 distribution channels, interactive voice recognition systems, and dispensers.

1                   12.      A computer-implemented method of making offers to consumers for a  
2 plurality of products sold by a seller, the method comprising:

3                   receiving information identifying a plurality of consumers;

4                   receiving purchase history information for the plurality of consumers, the  
5 purchase history information comprising information related to purchases made by the  
6 plurality of consumers;

7                   identifying a first consumer from the plurality of consumers based upon the  
8 purchase history information and the information identifying the plurality of consumers;

9                   generating a first offer offering a product from the plurality of products for  
10 purchase by the first consumer for a first time period, wherein sale of the product offered by  
11 the first offer provides a first profit margin for the seller;

12                  providing the first offer to the first consumer;

13                  determining if the first consumer purchased the product offered by the first  
14 offer during the first time period;

15                  if the first consumer purchased the product offered by the first offer during the  
16 first time period, generating a second offer offering a product from the plurality of products  
17 for purchase by the first consumer for a second time period, wherein sale of the product

18 offered by the second offer provides a second profit margin for the seller which is greater  
19 than the first profit margin; and  
20 if the first consumer did not purchase the product offered by the first offer  
21 during the first time period, generating a third offer offering a product from the plurality of  
22 products for purchase by the first consumer for a third time period, wherein sale of the  
23 product offered by the third offer provides a third profit margin for the seller which is less  
24 than the first profit margin.

1 13. The method of claim 12 wherein the third offer is generated only if the  
2 third profit margin is above a margin threshold configured by the seller.

1 14. The method of claim 12 wherein:  
2 receiving the information identifying the plurality of consumers comprises  
3 receiving an identifier associated with at least one consumer from the plurality of consumers;  
4 and  
5 receiving the purchase history information for the plurality of consumers  
6 comprises receiving purchase history information associated with the identifier.

1 15. The method of claim 12 wherein identifying the first consumer from  
2 the plurality of consumers based upon the purchase history information and the information  
3 identifying the plurality of consumers comprises:  
4 receiving a plurality of conditions to be satisfied in order to receive the first  
5 offer;  
6 determining a set of consumers from the plurality of consumers who satisfy  
7 the plurality of conditions; and  
8 identifying the first consumer from the set of consumers.

1 16. The method of claim 12 further comprising:  
2 providing a state machine to control generation of offers, the state machine  
3 comprising a plurality of states wherein each state is configured to generate an offer; and  
4 wherein generating the first offer for the first consumer comprises:  
5 entering a first state of the state machine; and  
6 generating the first offer associated with the first state.

1                   17.     The method of claim 16 wherein generating the second offer  
2 comprises:  
3                   transitioning from the first state to a second state of the state machine which is  
4 configured to generate an offer which provides a profit margin greater than the first profit  
5 margin; and  
6                   generating the offer associated with the second state.

1                   18.     The method of claim 17 further comprising deleting states from the  
2 state machine which are configured to generate offers which provide profit margins lower  
3 than the first profit margin.

1                   19.     The method of claim 16 wherein generating the third offer comprises:  
2                   transitioning from the first state to a third state of the state machine which is  
3 configured to generate an offer which provides a profit margin lower than the first profit  
4 margin; and  
5                   generating the offer associated with the third state.

1                   20.     The method of claim 19 further comprising deleting states from the  
2 plurality of states which are configured to generate offers which provide profit margins equal  
3 to or higher than the first profit margin.

1                   21.     The method of claim 12 wherein determining if the first consumer  
2 purchased the product offered by the first offer during the first time period comprises  
3 automatically monitoring information related to purchases made by the first consumer.

1                   22.     The method of claim 12 wherein providing the first offer to the first  
2 consumer comprises:  
3                   selecting a distribution channel for providing the first offer to the first  
4 consumer; and  
5                   using the distribution channel to advertise the first offer to the first consumer.

1                   23.     The method of claim 22 wherein the distribution channel is selected  
2 from a group of distribution channels comprising web-based distribution channels, direct mail  
3 distribution channels, interactive voice recognition systems, and dispensers.

1                   24.     A computer-implemented method of making offers to consumers for a  
2 plurality of products sold by a seller, the method comprising:  
3                   receiving information identifying a plurality of consumers;  
4                   receiving purchase history information for the plurality of consumers, the  
5 purchase history information comprising information related to purchases made by the  
6 plurality of consumers;  
7                   identifying a first consumer from the plurality of consumers based upon the  
8 purchase history information and the information identifying the plurality of consumers;  
9                   generating a first offer offering a product from the plurality of products for  
10 purchase by the first consumer, wherein sale of the product offered by the first offer provides  
11 a first profit margin for the seller;  
12                   receiving a first threshold "M", wherein  $M \geq 1$ ;  
13                   receiving a second threshold "N", wherein  $N \geq 1$ , and  $N \geq M$ ;  
14                   (a) offering the first offer to the first consumer;  
15                   (b) determining if the first consumer purchased the product offered by the first  
16 offer during the first time period;  
17                   repeating (a) and (b) until the first consumer has purchased the product offered  
18 by the first offer at least "N" times or until the first offer has been offered to the first  
19 consumer "M" times;  
20                   if the first consumer purchased the product offered by the first offer "N" times,  
21 generating a second offer offering a product from the plurality of products for purchase by  
22 the first consumer for a second time period, wherein sale of the product offered by the second  
23 offer provides a second profit margin for the seller which is greater than the first profit  
24 margin; and  
25                   if the first consumer did not purchase the product offered by the first offer at  
26 least "N" times and the first offer has been offered to the first consumer "M" times,  
27 generating a third offer offering a product from the plurality of products for purchase by the  
28 first consumer for a third time period, wherein sale of the product offered by the third offer  
29 provides a third profit margin for the seller which is less than the first profit margin.

1                   25.     The method of claim 24 wherein the third offer is generated only if the  
2 third profit margin is above a margin threshold configured by the seller.

1           26.     The method of claim 24 wherein:  
2           receiving the information identifying the plurality of consumers comprises  
3 receiving an identifier associated with at least one consumer from the plurality of consumers;  
4 and  
5           receiving the purchase history information for the plurality of consumers  
6 comprises receiving purchase history information associated with the identifier.

1           27.     The method of claim 24 wherein identifying the first consumer from  
2 the plurality of consumers based upon the purchase history information and the information  
3 identifying the plurality of consumers comprises:  
4           receiving a plurality of conditions to be satisfied in order to receive the first  
5 offer;  
6           determining a set of consumers from the plurality of consumers who satisfy  
7 the plurality of conditions; and  
8           identifying the first consumer from the set of consumers.

1           28.     The method of claim 24 further comprising:  
2           providing a state machine to control generation of offers, the state machine  
3 comprising a plurality of states wherein each state is configured to generate an offer; and  
4           wherein generating the first offer for the first consumer comprises:  
5           entering a first state of the state machine; and  
6           generating the first offer associated with the first state.

1           29.     The method of claim 28 wherein generating the second offer  
2 comprises:  
3           transitioning from the first state to a second state which is configured to  
4 generate an offer which provides a profit margin greater than the first profit margin; and  
5           generating the offer associated with the second state.

1           30.     The method of claim 29 further comprising deleting states from the  
2 plurality of states which are configured to generate offers which provide profit margins lower  
3 than the first profit margin.

1           31.     The method of claim 28 wherein generating the third offer comprises:

transitioning from the first state to a third state which is configured to generate an offer which provides a profit margin lower than the first profit margin; and generating the offer associated with the third state.

32. The method of claim 31 further comprising deleting states from the plurality of states which are configured to generate offers which provide profit margins equal to or higher than the first profit margin.

33. The method of claim 24 wherein determining if the first consumer purchased the product offered by the first offer during the first time period comprises automatically monitoring information related to purchases made by the first consumer.

34. The method of claim 24 wherein providing the first offer to the first consumer comprises:

selecting a distribution channel for providing the first offer to the first consumer; and

using the distribution channel to advertise the first offer to the first consumer.

35. The method of claim 34 wherein the distribution channel is selected from a group of distribution channels comprising web-based distribution channels, direct mail distribution channels, interactive voice recognition systems, and dispensers.

36. The method of claim 24 wherein the first threshold and the second threshold are received via a graphical user interface.

37. A computer-implemented method of making offers to consumers for a plurality of products sold by a seller, the method comprising:

identifying a first consumer from a plurality of consumers;

providing a state machine to control generation of offers, the state machine comprising a plurality of states;

generating a first offer corresponding to a first state of the state machine, the first offer offering a product from the plurality of products for purchase by the first consumer for a first time period;

providing the first offer to the first consumer;

determining if the first consumer purchased the product offered by the first offer during the first time period;



12 if the first consumer purchased the product offered by the first offer during the  
13 first time period:  
14 transitioning from the first state to a second state of the state machine  
15 based on first marketing criteria associated with the first state; and  
16 generating a second offer associated with the second state, the second  
17 offer offering a product from the plurality of products for purchase by the first consumer; and  
18 if the first consumer did not purchase the product offered by the first offer  
19 during the first time period:  
20 transitioning from the first state to a third state of the state machine  
21 based on second marketing criteria associated with the first state; and  
22 generating a third offer associated with the third state, the third offer  
23 offering a product from the plurality of products for purchase by the first consumer.

1 38. A computer product program stored on a computer-readable medium  
2 for making offers to consumers, the computer program product comprising:  
3 code for receiving information identifying a plurality of consumers;  
4 code for receiving purchase history information for the plurality of consumers,  
5 the purchase history information comprising information related to purchases made by the  
6 plurality of consumers;  
7 code for identifying a first consumer from the plurality of consumers based  
8 upon the purchase history information and the information identifying the plurality of  
9 consumers;  
10 code for generating a first offer for the first consumer, the first offer offering a  
11 first product for purchase by the first consumer at a first price for a first time period;  
12 code for providing the first offer to the first consumer;  
13 code for determining if the first consumer purchased the first product at the  
14 first price during the first time period; and  
15 code for generating a second offer for the first consumer such that:  
16 if the first consumer purchased the first product at the first price during  
17 the first time period, the second offer offers the first product for purchase by the first  
18 consumer at a second price for a second time period, wherein the second price is greater than  
19 or equal to the first price; and

20 if the first consumer did not purchase the first product at the first price  
21 during the first time period, the second offer offers the first item at a third price for a third  
22 time period, wherein the third price is less than the first price.

1 39. The computer program product of claim 38 further comprising:  
2 code for providing a state machine to control generation of offers, the state  
3 machine comprising a plurality of states wherein each state is configured to generate an offer;  
4 wherein the code for generating the first offer for the first consumer  
5 comprises:

6 code for entering a first state of the state machine; and  
7 code for generating the first offer associated with the first state; and  
8 wherein the code for generating the second offer for the first consumer  
9 comprises:

10 if the first consumer purchased the first product at the first price during  
11 the first time period:

12 code for transitioning from the first state to a second state of the  
13 state machine which is configured to generate an offer offering the first product at a price  
14 greater than or equal to the first price; and

15 code for generating the offer associated with the second state;  
16 and

17 if the first consumer did not purchase the first product at the first price  
18 during the first time period:

19 code for transitioning from the first state to a third state of the  
20 state machine which is configured to generate an offer offering the first product at a price  
21 lower than the first price; and

22 code for generating the offer associated with the third state.

1 40. A computer program product stored on a computer-readable medium  
2 for making offers to consumers for a plurality of products sold by a seller, the computer  
3 program product comprising:

4 code for receiving information identifying a plurality of consumers;  
5 code for receiving purchase history information for the plurality of consumers,  
6 the purchase history information comprising information related to purchases made by the  
7 plurality of consumers;

8 code for identifying a first consumer from the plurality of consumers based  
9 upon the purchase history information and the information identifying the plurality of  
10 consumers;  
11 code for generating a first offer offering a product from the plurality of  
12 products for purchase by the first consumer for a first time period, wherein sale of the product  
13 offered by the first offer provides a first profit margin for the seller;  
14 code for providing the first offer to the first consumer;  
15 code for determining if the first consumer purchased the product offered by  
16 the first offer during the first time period;  
17 if the first consumer purchased the product offered by the first offer during the  
18 first time period, code for generating a second offer offering a product from the plurality of  
19 products for purchase by the first consumer for a second time period, wherein sale of the  
20 product offered by the second offer provides a second profit margin for the seller which is  
21 greater than the first profit margin; and  
22 if the first consumer did not purchase the product offered by the first offer  
23 during the first time period, code for generating a third offer offering a product from the  
24 plurality of products for purchase by the first consumer for a third time period, wherein sale  
25 of the product offered by the third offer provides a third profit margin for the seller which is  
26 less than the first profit margin.

1 41. The computer program product of claim 40 further comprising:  
2 code for providing a state machine to control generation of offers, the state  
3 machine comprising a plurality of states wherein each state is configured to generate an offer;  
4 wherein the code for generating the first offer for the first consumer  
5 comprises:  
6 code for entering a first state of the state machine; and  
7 code for generating the first offer associated with the first state;  
8 wherein the code for generating the second offer comprises:  
9 code for transitioning from the first state to a second state of the state  
10 machine which is configured to generate an offer which provides a profit margin greater than  
11 the first profit margin; and  
12 code for generating the offer associated with the second state; and  
13 wherein the code for generating the third offer comprises:

14 code for transitioning from the first state to a third state of the state  
15 machine which is configured to generate an offer which provides a profit margin lower than  
16 the first profit margin; and  
17 code for generating the offer associated with the third state.

1 42. A computer program product stored on a computer-readable storage  
2 medium for making offers to consumers for a plurality of products sold by a seller, the  
3 computer program product comprising:  
4 code for receiving information identifying a plurality of consumers;  
5 code for receiving purchase history information for the plurality of consumers,  
6 the purchase history information comprising information related to purchases made by the  
7 plurality of consumers;  
8 code for identifying a first consumer from the plurality of consumers based  
9 upon the purchase history information and the information identifying the plurality of  
10 consumers;  
11 code for generating a first offer offering a product from the plurality of  
12 products for purchase by the first consumer, wherein sale of the product offered by the first  
13 offer provides a first profit margin for the seller;  
14 code for receiving a first threshold "M", wherein  $M \geq 1$ ;  
15 code for receiving a second threshold "N", wherein  $N \geq 1$ , and  $N \leq M$ ;  
16 (a) code for offering the first offer to the first consumer;  
17 (b) code for determining if the first consumer purchased the product offered by  
18 the first offer during the first time period;  
19 code for repeatedly invoking codes (a) and (b) until the first consumer has  
20 purchased the product offered by the first offer at least "N" times or until the first offer has  
21 been offered to the first consumer "M" times;  
22 if the first consumer purchased the product offered by the first offer "N" times,  
23 code for generating a second offer offering a product from the plurality of products for  
24 purchase by the first consumer for a second time period, wherein sale of the product offered  
25 by the second offer provides a second profit margin for the seller which is greater than the  
26 first profit margin; and  
27 if the first consumer did not purchase the product offered by the first offer at  
28 least "N" times and the first offer has been offered to the first consumer "M" times, code for  
29 generating a third offer offering a product from the plurality of products for purchase by the

30 first consumer for a third time period, wherein sale of the product offered by the third offer  
31 provides a third profit margin for the seller which is less than the first profit margin.

1 43. The computer program product of claim 42 further comprising:  
2 code for providing a state machine to control generation of offers, the state  
3 machine comprising a plurality of states wherein each state is configured to generate an offer;  
4 wherein the code for generating the first offer for the first consumer  
5 comprises:  
6 code for entering a first state of the state machine; and  
7 code for generating the first offer associated with the first state;  
8 wherein the code for generating the second offer comprises:  
9 code for transitioning from the first state to a second state which is  
10 configured to generate an offer which provides a profit margin greater than the first profit  
11 margin; and  
12 code for generating the offer associated with the second state; and  
13 wherein the code for generating the third offer comprises:  
14 code for transitioning from the first state to a third state which is  
15 configured to generate an offer which provides a profit margin lower than the first profit  
16 margin; and  
17 code for generating the offer associated with the third state.

1 44. The computer program product of claim 42 wherein:  
2 the code for receiving the first threshold comprises code for receiving the first  
3 threshold via a graphical user interface; and  
4 the code for receiving the second threshold comprises code for receiving the  
5 second threshold via the graphical user interface.

1 45. A computer program product stored on a computer-readable medium  
2 for making offers to consumers for a plurality of products sold by a seller, the computer  
3 program product comprising:  
4 code for identifying a first consumer from a plurality of consumers;  
5 code for providing a state machine to control generation of offers, the state  
6 machine comprising a plurality of states;

7 code for generating a first offer corresponding to a first state of the state  
 8 machine, the first offer offering a product from the plurality of products for purchase by the  
 9 first consumer for a first time period;  
 10 code for providing the first offer to the first consumer;  
 11 code for determining if the first consumer purchased the product offered by  
 12 the first offer during the first time period;  
 13 if the first consumer purchased the product offered by the first offer during the  
 14 first time period:  
 15 code for transitioning from the first state to a second state of the state  
 16 machine based on first marketing criteria associated with the first state; and  
 17 code for generating a second offer associated with the second state, the  
 18 second offer offering a product from the plurality of products for purchase by the first  
 19 consumer; and  
 20 if the first consumer did not purchase the product offered by the first offer  
 21 during the first time period:  
 22 code for transitioning from the first state to a third state of the state  
 23 machine based on second marketing criteria associated with the first state; and  
 24 code for generating a third offer associated with the third state, the  
 25 third offer offering a product from the plurality of products for purchase by the first  
 26 consumer.

1 46. A system for making offers to consumers comprising:  
 2 a communication network;  
 3 a computer system coupled to the communication network; and  
 4 a distribution channel;  
 5 wherein the computer system is configured to:  
 6 receive information identifying a plurality of consumers;  
 7 receive purchase history information for the plurality of consumers, the  
 8 purchase history information comprising information related to purchases made by the  
 9 plurality of consumers;  
 10 identify a first consumer from the plurality of consumers based upon  
 11 the purchase history information and the information identifying the plurality of consumers;  
 12 generate a first offer for the first consumer, the first offer offering a  
 13 first product for purchase by the first consumer at a first price for a first time period;

14 provide the first offer to the distribution channel which is configured to  
15 advertise the first offer to the first consumer;  
16 determine if the first consumer purchased the first product at the first  
17 price during the first time period; and  
18 generate a second offer for the first consumer such that:  
19 if the first consumer purchased the first product at the first price  
20 during the first time period, the second offer offers the first product for purchase by the first  
21 consumer at a second price for a second time period, wherein the second price is greater than  
22 or equal to the first price; and  
23 if the first consumer did not purchase the first product at the  
24 first price during the first time period, the second offer offers the first item at a third price for  
25 a third time period, wherein the third price is less than the first price.

1 47. The system of claim 46 wherein the information identifying the  
2 plurality of consumers received by the computer system comprises an identifier associated  
3 with at least one consumer from the plurality of consumers, and the purchase history  
4 information for the plurality of consumers received by the computer system comprises  
5 purchase history information associated with the identifier.

1 48. The system of claim 46 wherein in order to identify the first consumer  
2 from the plurality of consumers based upon the purchase history information and the  
3 information identifying the plurality of consumers, the computer system is configured to:  
4 receive a plurality of conditions to be satisfied in order to receive the first  
5 offer;  
6 determine a set of consumers from the plurality of consumers who satisfy the  
7 plurality of conditions; and  
8 identify the first consumer from the set of consumers.

1 49. The system of claim 46 wherein the computer system is further  
2 configured to:  
3 provide a state machine to control generation of offers, the state machine  
4 comprising a plurality of states wherein each state is configured to generate an offer; and  
5 wherein in order to generate the first offer for the first consumer, the computer  
6 system is configured to:  
7 enter a first state of the state machine; and

8 generate the first offer associated with the first state.

1 50. The system of claim 49 wherein in order to generate the second offer  
2 for the first consumer, the computer system is configured to:

3 if the first consumer purchased the first product at the first price during the  
4 first time period:

5 transition from the first state to a second state of the state machine  
6 which is configured to generate an offer offering the first product at a price greater than or  
7 equal to the first price; and

8 generate the offer associated with the second state.

1 51. The system of claim 50 wherein, if the first consumer purchased the  
2 first product at the first price during the first time period, the computer system is further  
3 configured to delete states from the state machine which are configured to generate offers  
4 offering the first product at a price lower than the first price.

1 52. The system of claim 49 wherein in order to generate the second offer  
2 for the first consumer, the computer system is configured to:

3 if the first consumer did not purchase the first product at the first price during  
4 the first time period:

5 transition from the first state to a third state of the state machine which  
6 is configured to generate an offer offering the first product at a price lower than the first  
7 price; and

8 generate the offer associated with the third state.

1 53. The system of claim 52 wherein, if the first consumer did not purchase  
2 the first product at the first price during the first time period, the computer system is further  
3 configured to delete states from the state machine which are configured to generate offers  
4 offering the first product at a price equal to or higher than the first price.

1 54. The system of claim 46 wherein in order to determine if the first  
2 consumer purchased the first product at the first price during the first time period, the  
3 computer system is configured to automatically monitor information related to purchases  
4 made by the first consumer.



1           55.     The system of claim 46 wherein in order to provide the first offer to the  
2 distribution channel, the computer system is configured to:  
3           select the distribution channel from a group of distribution channels  
4 comprising web-based distribution channels, direct mail distribution channels, interactive  
5 voice recognition systems, and dispensers; and  
6           use the selected distribution channel to advertise the first offer to the first  
7 consumer.

1           56.     A system for making offers to consumers for a plurality of products  
2 sold by a seller, the system comprising:  
3           a communication network;  
4           a computer system coupled to the communication network; and  
5           a distribution channel;  
6           wherein the computer system is configured to:  
7           receive information identifying a plurality of consumers;  
8           receive purchase history information for the plurality of consumers, the  
9 purchase history information comprising information related to purchases made by the  
10 plurality of consumers;  
11           identify a first consumer from the plurality of consumers based upon  
12 the purchase history information and the information identifying the plurality of consumers;  
13           generate a first offer offering a product from the plurality of products  
14 for purchase by the first consumer for a first time period, wherein sale of the product offered  
15 by the first offer provides a first profit margin for the seller;  
16           provide the first offer to the distribution channel which is configured to  
17 advertise the first offer to the first consumer;  
18           determine if the first consumer purchased the product offered by the  
19 first offer during the first time period;  
20           if the first consumer purchased the product offered by the first offer  
21 during the first time period, generate a second offer offering a product from the plurality of  
22 products for purchase by the first consumer for a second time period, wherein sale of the  
23 product offered by the second offer provides a second profit margin for the seller which is  
24 greater than the first profit margin; and

25                   if the first consumer did not purchase the product offered by the first  
26 offer during the first time period, generate a third offer offering a product from the plurality  
27 of products for purchase by the first consumer for a third time period, wherein sale of the  
28 product offered by the third offer provides a third profit margin for the seller which is less  
29 than the first profit margin.

1                   57.     The system of claim 56 wherein the computer system is configured to  
2 generate the third offer only if the third profit margin is above a margin threshold configured  
3 by the seller.

1                   58.     The system of claim 56 wherein the information identifying the  
2 plurality of consumers received by the computer system comprises an identifier associated  
3 with at least one consumer from the plurality of consumers, and the purchase history  
4 information for the plurality of consumers received by the computer system comprises  
5 purchase history information associated with the identifier.

1                   59.     The system of claim 56 wherein in order to identify the first consumer  
2 from the plurality of consumers based upon the purchase history information and the  
3 information identifying the plurality of consumers, the computer system is configured to:  
4                   receive a plurality of conditions to be satisfied in order to receive the first  
5 offer;  
6                   determine a set of consumers from the plurality of consumers who satisfy the  
7 plurality of conditions; and  
8                   identify the first consumer from the set of consumers.

1                   60.     The system of claim 56 wherein the computer system is further  
2 configured to:  
3                   provide a state machine to control generation of offers, the state machine  
4 comprising a plurality of states wherein each state is configured to generate an offer; and  
5                   wherein in order to generate the first offer for the first consumer, the computer  
6 system is configured to:  
7                   enter a first state of the state machine; and  
8                   generate the first offer associated with the first state.

1                   61.     The system of claim 60 wherein in order to generate the second offer  
2 for the first consumer, the computer system is configured to:

3 transition from the first state to a second state of the state machine which is  
4 configured to generate an offer which provides a profit margin greater than the first profit  
5 margin; and  
6 generate the offer associated with the second state.

1 62. The system of claim 61 wherein, in order to generate the second offer  
2 for the first consumer, the computer system is further configured to delete states from the  
3 plurality of states which are configured to generate offers which provide profit margins lower  
4 than the first profit margin.

1 63. The system of claim 60 wherein in order to generate the third offer for  
2 the first consumer, the computer system is configured to:

3 transition from the first state to a third state of the state machine which is  
4 configured to generate an offer which provides a profit margin lower than the first profit  
5 margin; and  
6 generate the offer associated with the third state.

1 64. The system of claim 63 wherein, in order to generate the third offer for  
2 the first consumer, the computer system is further configured to delete states from the  
3 plurality of states which are configured to generate offers which provide profit margins equal  
4 to or higher than the first profit margin.

1 65. The system of claim 56 wherein in order to determine if the first  
2 consumer purchased the product offered by the first offer during the first time period, the  
3 computer system is configured to automatically monitor information related to purchases  
4 made by the first consumer.

1 66. The system of claim 56 wherein in order to provide the first offer to the  
2 distribution channel, the computer system is configured to:

3 select the distribution channel from a group of distribution channels  
4 comprising web-based distribution channels, direct mail distribution channels, interactive  
5 voice recognition systems, and dispensers; and  
6 use the selected distribution channel to advertise the first offer to the first  
7 consumer.

1                   67.     A system for making offers to consumers for a plurality of products  
2 sold by a seller, the system comprising:  
3                   a communication network;  
4                   a computer system coupled to the communication network; and  
5                   a distribution channel;  
6                   wherein the computer system is configured to:  
7                   receive information identifying a plurality of consumers;  
8                   receive purchase history information for the plurality of consumers, the  
9 purchase history information comprising information related to purchases made by the  
10 plurality of consumers;  
11                   identify a first consumer from the plurality of consumers based upon  
12 the purchase history information and the information identifying the plurality of consumers;  
13                   generate a first offer offering a product from the plurality of products  
14 for purchase by the first consumer, wherein sale of the product offered by the first offer  
15 provides a first profit margin for the seller;  
16                   receive a first threshold “M”, wherein “M”  $\geq 1$ ;  
17                   receive a second threshold “N”, wherein “N”  $\geq 1$ , and “N”  $\leq$  “M”;  
18                   (a) provide the first offer to the distribution channel which is  
19 configured to advertise the first offer to the first consumer;  
20                   (b) determine if the first consumer purchased the product offered by  
21 the first offer during the first time period;  
22                   repeat (a) and (b) until the first consumer has purchased the product  
23 offered by the first offer at least “N” times or until the first offer has been offered to the first  
24 consumer “M” times;  
25                   if the first consumer purchased the product offered by the first offer  
26 “N” times, generate a second offer offering a product from the plurality of products for  
27 purchase by the first consumer for a second time period, wherein sale of the product offered  
28 by the second offer provides a second profit margin for the seller which is greater than the  
29 first profit margin; and  
30                   if the first consumer did not purchase the product offered by the first  
31 offer at least “N” times and the first offer has been offered to the first consumer “M” times,  
32 generate a third offer offering a product from the plurality of products for purchase by the

33 first consumer for a third time period, wherein sale of the product offered by the third offer  
34 provides a third profit margin for the seller which is less than the first profit margin.

1 68. The system of claim 67 wherein the computer system is configured to  
2 generate the third offer only if the third profit margin is above a margin threshold configured  
3 by the seller.

1 69. The system of claim 67 wherein the information identifying the  
2 plurality of consumers received by the computer system comprises an identifier associated  
3 with at least one consumer from the plurality of consumers, and the purchase history  
4 information for the plurality of consumers received by the computer system comprises  
5 purchase history information associated with the identifier.

1 70. The system of claim 67 wherein in order to identify the first consumer  
2 from the plurality of consumers based upon the purchase history information and the  
3 information identifying the plurality of consumers, the computer system is configured to:  
4 receive a plurality of conditions to be satisfied in order to receive the first  
5 offer;  
6 determine a set of consumers from the plurality of consumers who satisfy the  
7 plurality of conditions; and  
8 identify the first consumer from the set of consumers.

1 71. The system of claim 67 wherein the computer system is further  
2 configured to:  
3 provide a state machine to control generation of offers, the state machine  
4 comprising a plurality of states wherein each state is configured to generate an offer; and  
5 wherein in order to generate the first offer for the first consumer, the computer  
6 system is configured to:  
7 enter a first state of the state machine; and  
8 generate the first offer associated with the first state.

1 72. The system of claim 71 wherein in order to generate the second offer,  
2 the computer system is configured to:  
3 transition from the first state to a second state which is configured to generate  
4 an offer which provides a profit margin greater than the first profit margin; and  
5 generate the offer associated with the second state.

1           73.     The system of claim 72 wherein, in order to generate the second offer,  
2     the computer system is further configured to delete states from the plurality of states which  
3     are configured to generate offers which provide profit margins lower than the first profit  
4     margin.

1           74.     The system of claim 71 wherein in order to generate the third offer, the  
2     computer system is configured to:  
3                 transition from the first state to a third state which is configured to generate an  
4     offer which provides a profit margin lower than the first profit margin; and  
5                 generate the offer associated with the third state.

1           75.     The system of claim 74 wherein, in order to generate the third offer,  
2     the computer system is further configured to delete states from the plurality of states which  
3     are configured to generate offers which provide profit margins equal to or higher than the  
4     first profit margin.

1           76.     The system of claim 67 wherein in order to determine if the first  
2     consumer purchased the product offered by the first offer during the first time period, the  
3     computer system is configured to automatically monitor information related to purchases  
4     made by the first consumer.

1           77.     The system of claim 67 wherein in order to provide the first offer to the  
2     distribution channel, the computer system is configured to:  
3                 select the distribution channel from a group of distribution channels  
4     comprising web-based distribution channels, direct mail distribution channels, interactive  
5     voice recognition systems, and dispensers; and  
6                 use the selected distribution channel to advertise the first offer to the first  
7     consumer.

1           78.     The system of claim 67 wherein the computer system comprises a  
2     display system which is configured to display a graphical user interface, and the computer  
3     system is configured to receive the first threshold and the second threshold via the graphical  
4     user interface.

1           79.     A system comprising:  
2           a communication network;  
3           a plurality of point-of-sale (POS) systems coupled to the communication  
4 network;  
5           an offer-generation-system coupled to the communication network; and  
6           a plurality of distribution channels;  
7           wherein at least one POS system from the plurality of POS systems is  
8 configured to:  
9                     transmit information identifying a plurality of consumers to the offer-  
10 generation-system; and  
11                     transmit purchase history information for the plurality of consumers to  
12 the offer-generation-system, the purchase history information comprising information related  
13 to purchases made by the plurality of consumers; and  
14                     wherein the offer-generation-system is configured to:  
15                         identify a first consumer from the plurality of consumers based upon  
16 the purchase history information and the information identifying the plurality of consumers;  
17                         generate a first offer offering a product from the plurality of products  
18 for purchase by the first consumer, wherein sale of the product offered by the first offer  
19 provides a first profit margin for the seller;  
20                         receive a first threshold “M”, wherein “M”  $\geq 1$ ;  
21                         receive a second threshold “N”, wherein “N”  $\geq 1$ , and “N”  $\leq$  “M”;  
22                         (a) provide the first offer to the distribution channel which is  
23 configured to advertise the first offer to the first consumer;  
24                         (b) determine if the first consumer purchased the product offered by  
25 the first offer during the first time period;  
26                         repeat (a) and (b) until the first consumer has purchased the product  
27 offered by the first offer at least “N” times or until the first offer has been offered to the first  
28 consumer “M” times;  
29                         if the first consumer purchased the product offered by the first offer  
30 “N” times, generate a second offer offering a product from the plurality of products for  
31 purchase by the first consumer for a second time period, wherein sale of the product offered  
32 by the second offer provides a second profit margin for the seller which is greater than the  
33 first profit margin; and

34 if the first consumer did not purchase the product offered by the first  
35 offer at least "N" times and the first offer has been offered to the first consumer "M" times,  
36 generate a third offer offering a product from the plurality of products for purchase by the  
37 first consumer for a third time period, wherein sale of the product offered by the third offer  
38 provides a third profit margin for the seller which is less than the first profit margin.

1 80. The system of claim 79 wherein in order to identify the first consumer  
2 from the plurality of consumers based upon the purchase history information and the  
3 information identifying the plurality of consumers, the computer system is configured to:  
4 receive a plurality of conditions to be satisfied in order to receive the first  
5 offer;  
6 determine a set of consumers from the plurality of consumers who satisfy the  
7 plurality of conditions; and  
8 identify the first consumer from the set of consumers.

1 81. The system of claim 79 wherein the computer system is further  
2 configured to:  
3 execute a software code module to provide a state machine to control  
4 generation of offers, the state machine comprising a plurality of states wherein each state is  
5 configured to generate an offer; and  
6 wherein in order to generate the first offer for the first consumer, the computer  
7 system is configured to:  
8 enter a first state of the state machine; and  
9 generate the first offer associated with the first state.

1 82. The system of claim 81 wherein in order to generate the second offer,  
2 the computer system is configured to:  
3 transition from the first state to a second state which is configured to generate  
4 an offer which provides a profit margin greater than the first profit margin; and  
5 generate the offer associated with the second state.

1 83. The system of claim 82 wherein, in order to generate the second offer,  
2 the computer system is further configured to delete states from the plurality of states which  
3 are configured to generate offers which provide profit margins lower than the first profit  
4 margin.



1           84.     The system of claim 81 wherein in order to generate the third offer, the  
2 computer system is configured to:

3                 transition from the first state to a third state which is configured to generate an  
4 offer which provides a profit margin lower than the first profit margin; and  
5                 generate the offer associated with the third state.

1           85.     The system of claim 84 wherein in order to generate the second offer,  
2 the computer system is further configured to delete states from the plurality of states which  
3 are configured to generate offers which provide profit margins equal to or higher than the  
4 first profit margin.

1           86.     The system of claim 79 wherein in order to determine if the first  
2 consumer purchased the product offered by the first offer during the first time period, the  
3 computer system is configured to automatically monitor information related to purchases  
4 made by the first consumer.

1           87.     The system of claim 79 wherein in order to provide the first offer to the  
2 distribution channel, the computer system is configured to:

3                 select the distribution channel from a group of distribution channels  
4 comprising web-based distribution channels, direct mail distribution channels, interactive  
5 voice recognition systems, and dispensers; and

6                 use the selected distribution channel to advertise the first offer to the first  
7 consumer.

1           88.     The system of claim 79 wherein the computer system comprises a  
2 display system which is configured to display a graphical user interface, and the computer  
3 system is configured to receive the first threshold and the second threshold via the graphical  
4 user interface.

1           89.     A system for making offers to consumers for a plurality of products  
2 sold by a seller, the system comprising:

3                 a communication network;

4                 a computer system coupled to the communication network; and

5                 a distribution channel;

6                 wherein the computer system is configured to:

7                   identify a first consumer from a plurality of consumers;  
8                   provide a state machine to control generation of offers, the state  
9 machine comprising a plurality of states;  
10                  generate a first offer corresponding to a first state of the state machine,  
11 the first offer offering a product from the plurality of products for purchase by the first  
12 consumer for a first time period;  
13                  provide the first offer to the first consumer;  
14                  determine if the first consumer purchased the product offered by the  
15 first offer during the first time period;  
16                  if the first consumer purchased the product offered by the first offer  
17 during the first time period:  
18                   transition from the first state to a second state of the state  
19 machine based on first marketing criteria associated with the first state; and  
20                   generate a second offer associated with the second state, the  
21 second offer offering a product from the plurality of products for purchase by the first  
22 consumer; and  
23                  if the first consumer did not purchase the product offered by the first  
24 offer during the first time period:  
25                   transition from the first state to a third state of the state machine  
26 based on second marketing criteria associated with the first state; and  
27                   generate a third offer associated with the third state, the third  
28 offer offering a product from the plurality of products for purchase by the first consumer.